PROGRAMME TITLE: **COSTING & PRICING WORKSHOP**

AIM: To provide participants with an insight into the importance of costing and pricing for every entrepreneur, and the impact it has on the financial orientation of your business.

OBJECTIVES: On completion of this workshop, participants will:

- Understand how to price their product or service.
- Be aware of how pricing influences selection of routes to market and business models.
- Be cognisant of how pricing relates to development of financial projections.

COURSE CONTENT includes:

- Pricing Psychology: What is your product worth?
- Your Costs – upfront development, marginal costs/costs of sales
- Pricing Pitfalls – competitors, fairness, pirates, switching
- Business Strategy – choosing your business model
- Managing pricing – discounting and changing your prices.

Workshop 1:
Date: Thursday 7th April
Time: 2pm to 5pm

Workshop 2:
Date: Monday 23rd May
Time: 10am to 1pm

Workshop 3:
Date: Tuesday 18th October
Time: 10am to 1pm

Venue: TO BE CONFIRMED **Cost:** FREE OF CHARGE

Trainer: **VARIED***

Bookings: Jane O'Mahony on 061-419388 or email jomahony@paulpartnership.ie

Course content may vary – please check website for further details

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